

**BEST AVAILABLE COPY**

Appln. No. 09/751,801

Amendment dated June 6, 2006

Reply to Office Action mailed March 8, 2006

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims** (deleted text being struck through and added text being underlined):

- 1           1.     (Previously presented) A method for broadcast advertising to a  
2 mobile communication device, comprising the steps of:  
3           storing acceptance data in the communication device;  
4           modifying the acceptance data by integrating at least one entry from a  
5 personal information manager;  
6           receiving by the communication device a broadcast advertisement  
7 containing advertisement data; and  
8           comparing the advertisement data to the acceptance data to obtain a  
9 comparison result;  
10          wherein the step of modifying the acceptance data includes converting  
11 the at least one entry from the personal information manager into at least  
12 one product that corresponds to the at least one entry, and adding the at  
13 least one product to the acceptance data to accept advertisements for the at  
14 least one product.
- 1           2.     (Original) The method of claim 1, wherein the broadcast  
2 advertisement is received by the communication device through a wireless  
3 communication channel.
- 1           3.     (Original) The method of claim 2, wherein the broadcast  
2 advertisement is received by the communication device through one of: a  
3 radio transmission, a television transmission, a Bluetooth signal, and an  
4 infrared signal.
- 1           4.     (Original) The method of claim 1, wherein the broadcast  
2 advertisement is received by the communication device from one of: a  
3 billboard and a storefront.

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1           5.     (Original) The method of claim 1, wherein the acceptance data  
2 comprises preferences for accepting broadcast advertisements specified by a  
3 user of the communication device.

6.     (Cancelled)

1           7.     (Original) The method of claim 1, further comprising the step of  
2 displaying the broadcast advertisement on the communication device based  
3 on the comparison result.

1           8.     (Original) The method of claim 1, further comprising the step of  
2 storing the broadcast advertisement on the communication device based on  
3 the comparison result.

1           9.     (Original) The method of claim 8, further comprising the steps  
2 of:  
3         reading deletion data in a stored advertisement, wherein the deletion  
4 data indicates criteria for deleting the stored advertisement; and  
5         deleting the stored advertisement from the communication device  
6 based on the deletion data.

1           10.    (Previously Presented) The method of claim 1, further  
2 comprising the step of outputting a notification signal to a user of the  
3 communication device if comparison of the advertisement data to the  
4 acceptance data is accepted.

1           11.    (Original) The method of claim 1, further comprising the step of  
2 sending an indicator signal to a source of the broadcast advertisement,  
3 wherein the indicator signal notifies the source that the communication  
4 device is within a broadcast range of the broadcast advertisement.

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1        12. (Original) The method of claim 1, further comprising the step of  
2 communicating through the communication device with a wireless  
3 positioning system.

1        13. (Original) The method of claim 12, wherein the wireless  
2 positioning system is GPS.

1        14. (Previously presented) A method for broadcast advertising to a  
2 mobile communication device, comprising the steps of:

3        creating preferences for selecting advertisements;

4        receiving by the communication device one or more broadcast  
5 advertisements containing advertisement data; and

6        selecting at least one of the received advertisements based on the  
7 preferences for selecting advertisements specified by a user of the  
8 communication device;

9        wherein the step of creating the preferences for selecting  
10 advertisements includes converting at least one entry from a personal  
11 information manager into at least one product that corresponds to the at  
12 least one entry, and modifying the preferences to select advertisements for  
13 the at least one product from the one or more broadcast advertisements  
14 received by the communication device.

1        15. (Original) The method of claim 14, wherein the broadcast  
2 advertisements are received from a transmitter when the communication  
3 device is within a broadcast range of the transmitter.

1        16. (Original) The method of claim 14, wherein the broadcast  
2 advertisements are received from a local transmitter by the communication  
3 device through a wireless communication channel.

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1           17. (Original) The method of claim 14, further comprising the step  
2 of modifying the preferences for selecting advertisements specified by the  
3 user of the communication device by integrating entries from a personal  
4 information manager.

1           18. (Original) The method of claim 14, further comprising the step  
2 of displaying the selected broadcast advertisements to the user of the  
3 communication device.

1           19. (Previously presented) A mobile communication device,  
2 comprising:  
3           memory;  
4           logic for storing acceptance data on the memory;  
5           logic for modifying the acceptance data by integrating at least one  
6 entry from a personal information manager, wherein the logic for modifying  
7 the acceptance data includes logic for converting the at least one entry from  
8 the personal information manager into at least one product that corresponds  
9 to the at least one entry, and logic for adding the at least one product to the  
10 acceptance data to accept broadcast advertisements for the at least one  
11 product;  
12           logic for receiving a broadcast advertisement containing advertisement  
13 data; and  
14           logic for comparing the advertisement data to the acceptance data to  
15 obtain a comparison result.

1           20. (Original) The mobile communication device of claim 19,  
2 wherein the logic for receiving the broadcast advertisement is capable of  
3 receiving the broadcast advertisement through a wireless communication  
4 channel.

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1           21. (Original) The mobile communication device of claim 20,  
2 wherein the logic for receiving the broadcast advertisement is capable of  
3 receiving the broadcast advertisement through one of: a radio transmission,  
4 a television transmission, a Bluetooth signal, and an infrared signal.

1           22. Original) The mobile communication device of claim 19,  
2 wherein the acceptance data comprises preferences for accepting broadcast  
3 advertisements specified by a user of the communication device.

23. (Cancelled)

1           24. Original) The mobile communication device of claim 19,  
2 further comprising:  
3           a display; and  
4           logic for displaying the broadcast advertisement on the display based  
5 on the comparison result.

1           25. (Original) The mobile communication device of claim 19,  
2 further comprising logic for storing the broadcast advertisement on the  
3 memory based on the comparison result.

1           26. (Original) The mobile communication device of claim 19,  
2 further comprising logic for communicating with a wireless positioning  
3 system.

27. (Original) The mobile communication device of claim 26,  
wherein the wireless positioning system is GPS.

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1        28. (Previously presented) A system for broadcast advertising to a  
2 mobile communication device, comprising:

3        logic for receiving acceptance data from the communication device;

4        logic for modifying the acceptance data by integrating at least one  
5 entry from a personal information manager, wherein the logic for modifying  
6 the acceptance data includes logic for converting the at least one entry from  
7 the personal information manager into at least one product that corresponds  
8 to the at least one entry, and logic for adding the at least one product to the  
9 acceptance data to accept broadcast advertisements for the at least one  
10 product;

11       logic for selecting one or more advertisements based on the received  
12 acceptance data; and

13       logic for broadcasting the selected advertisements to the  
14 communication device.

1       29. (Original) The system of claim 28, further comprising logic for  
2 detecting whether the communication device is within a broadcast range,  
3 and further wherein the logic for broadcasting the selected advertisements is  
4 capable of broadcasting the selected advertisements to the communication  
5 device upon detecting that the communication device is within the broadcast  
6 range.

1       30. (Original) The system of claim 28, wherein the logic for  
2 broadcasting the selected advertisements is capable of broadcasting the  
3 selected advertisements to the communication device through a wireless  
4 communication channel.

1       31. (Original) The system of claim 28, wherein the acceptance data  
2 comprises preferences for accepting broadcast advertisements specified by a  
3 user of the communication device.

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1        32. (Original) The system of claim 28, further comprising logic for  
2        communicating with a wireless communication channel.

1        33. (Previously presented) A system for broadcast advertising,  
2        comprising:

3            a mobile communication device capable of storing acceptance data  
4        thereon, the mobile communication device being capable of modifying the  
5        acceptance data by integrating at least one entry from a personal  
6        information manager, the mobile communication device being capable of  
7        converting the at least one entry from the personal information manager into  
8        at least one product that corresponds to the at least one entry, and adding  
9        the at least one product to the acceptance data to accept advertisements for  
10       the at least one product; and

11           an advertisement broadcasting system capable of transmitting one or  
12       more broadcast advertisements to the mobile communication device, the one  
13       or more broadcast advertisements containing advertisement data;

14           wherein the mobile communication device is capable of receiving the  
15       broadcast advertisements from the advertisement broadcasting system and  
16       selecting at least one of the broadcast advertisements based on the  
17       acceptance data.

1        34. (Original    The system of claim 33, wherein the advertisement  
2       broadcasting system is capable of detecting whether the mobile  
3       communication device is within a broadcast range, and further wherein the  
4       advertisement broadcasting system is capable of transmitting the broadcast  
5       advertisements to the mobile communication device upon detecting that the  
6       mobile communication device is within the broadcast range.

1        35. (Original) The system of claim 33, wherein the advertisement  
2       broadcasting system is capable of transmitting, and the mobile  
3       communication device is capable of receiving, the broadcast advertisements  
4       through a wireless communication channel.

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1        36. (Original) The system of claim 33, wherein the acceptance data  
2 comprises preferences for accepting broadcast advertisements specified by a  
3 user of the mobile communication device.

1        37. (Original) The system of claim 33, wherein the mobile  
2 communication device and the advertisement broadcasting system are  
3 capable of communicating with a wireless positioning system.

1        38. (Previously Presented) The method of claim 1, wherein the  
2 advertisement data of the broadcast advertisement is capable of generating a  
3 display of an advertisement on the communication device.

1        39. (Previously Presented) The method of claim 1, wherein the  
2 advertisement data of the broadcast advertisement is capable of generating a  
3 display of an advertisement on the communication device without the  
4 communication device receiving additional data.

1        40. (Previously Presented) The method of claim 1, further  
2 comprising the step of displaying an advertisement on the communication  
3 device generated from the advertisement data if the comparison result  
4 indicates that the broadcast advertisement meets the acceptance data.

1        41. (Previously Presented) The method of claim 40, further  
2 comprising the step of rejecting the broadcast advertisement for display on  
3 the communication device if the comparison result indicates that the  
4 broadcast advertisement does not meet the acceptance data.

1        42. (Previously Presented) The method of claim 1, wherein the  
2 advertisement data includes at least one of: a company name, a brand name,  
3 information about a product, information about a service, price information,  
4 and a deadline for a special offer.



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1        43. (Previously Presented) The method of claim 1, wherein the  
2 acceptance data includes at least one of: a company name, a brand name,  
3 product information, service information, price information, and a deadline  
4 for a special offer.

1        44. (Previously Presented) The method of claim 1, wherein the  
2 broadcast advertisement includes an expiration date upon which the  
3 broadcast advertisement is purged from the communication device.

1        45. (Previously Presented) The method of claim 1, wherein the step  
2 of storing the acceptance data on the communication device comprises  
3 manually entering the acceptance data on the communication device by the  
4 user.

1        46. (Previously Presented) The method of claim 1, wherein the step  
2 of storing the acceptance data on the communication device comprises  
3 selecting by the user the acceptance data from a predetermined list of  
4 acceptance data on the communication device.

1        47. (Previously Presented) The method of claim 1, wherein the step  
2 of storing the acceptance data on the communication device comprises  
3 selecting by the user acceptance data from a template of acceptance data on  
4 the communication device.

1        48. (Previously Presented) The method of claim 1, further  
2 comprising the step of creating acceptance data from data from a personal  
3 information manager.

1        49. (Previously Presented) The method of claim 48, wherein the data  
2 from the personal information manager includes an event, and the  
3 acceptance data created from the data from the personal information  
4 manager regarding the event causes acceptance of broadcast advertisements  
5 related to the event.

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